

# NATIONAL CANNERS ASSOCIATION INFORMATION LETTER

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## HOUSE COMMITTEE APPROVES EXEMPTION OF CANNED FOODS FROM TAX

An amendment to the revenue bill exempting canned fruits, vegetables and meats, and canned and smoked fish from the manufacturers' excise tax will be offered by the Ways and Means Committee when the bill is read by sections for amendment, according to an announcement by Acting Chairman Crisp on March 15.

General debate on the revenue bill was completed at a night session of the House on March 17. The bill is now to be read by sections for amendment, and it is reported that over one hundred amendments will be offered.

Amendments to be offered by the Committee include the one relating to canned foods, another that would exempt from the tax telegraph messages and press messages from newspaper correspondents, and a third that would place a tax of 4 cents per pound on imported copper.

While the Ways and Means Committee has approved the offering of an amendment to exempt canned fruits, vegetables, meats and fish, the draft of this amendment has not yet been completed, and until this draft has been prepared the scope of the proposed exemption can not be definitely stated.

With the exemption of canned foods from the tax, the cans and other supplies used by canners in the manufacture of their products would become subject to the tax. Farm products will not, however, be taxed, as they are specifically exempted.

An amendment will be offered by which the supplies, as well as the raw materials used by manufacturers of tax-exempt foods, will likewise be exempted from the tax.

The seven days of general debate developed considerable opposition within both political parties to the manufacturers' excise tax in its entirety. The strength of this opposition will be disclosed in the debate and action on sections to which amendments will be offered.

**HEARING ON McNARY-MAPES STANDARDS**

The Association is informed that The Food and Drug Administration will probably schedule a hearing for April 14 to discuss various questions that have arisen in connection with the McNary-Mapes Amendment. The hearing will cover recommendations made by the industry relating to the modification of the regulations and standards that have been promulgated under this amendment. Among the matters to be discussed, it is understood, is a possible change in the substandard designation.

The hearing is scheduled at the date mentioned so as to accommodate some representatives of the industry who will desire to attend the hearing of the Committee on Definitions and Standards scheduled for April 13.

**MOVE-CANNED-FOODS CAMPAIGN OFF TO A SUCCESSFUL START**

Only four weeks have passed since the first N. C. A. ad appeared in the newspaper. What has happened in this short period? Are canned foods moving? Is the advertising working? Are canners, wholesalers, brokers, retailers cooperating, selling and moving canned foods?

Here are a few flashes from the front. All interesting. All proving that the 1932 newspaper advertising is doing its job—that the trade is enthusiastic—that women are reading these ads and buying more canned foods.

**NINETY-TWO THOUSAND BOOKLETS MAILED**

Think of it! 92,000 booklets which housekeepers all over the country have written for. Why? Because they are reading N. C. A. ads in which these booklets are offered. Never before a record like that. Six additional mail clerks are now required just to handle these booklet requests.

**FRED STONE AND ALL THE LITTLE STONES LEND A HAND**

It happened in Cincinnati. Fred Stone was playing there in his new musical revue. The Cincinnati Times-Star thought of the idea. "Ask Fred Stone to have his entire troupe stationed in various retail grocery stores to urge people to buy canned foods for the unemployed." Chorus girls, actors, actresses and the famous Stone family were all over town. The newspaper gave the idea lots of publicity. And how it did sell canned goods. Fred Stone expects to put on this same helpful idea in every city in which he plays. How's that for cooperation?

### KEEP YOUR EYES ON SALT LAKE

They're doing things out there! A recent issue of the Salt Lake City Deseret-News, the newspaper which carries the N. C. A. campaign, had seven solid pages of advertising on canned foods. Think of what that means to Salt Lake. Think of the thousands and thousands of housekeepers who saw those advertisements. Is there any question but what they are buying more canned foods today than ever before?

### UNEMPLOYMENT RELIEF COMMITTEE SAYS "GIVE CANNED FOODS"

This time the news comes from New York. Lots of folks are out of work. The Emergency Unemployment Relief Committee is doing its best to feed them. With what? *With canned foods.* Just last week they distributed thousands and thousands of handbills urging people to buy a can of food and drop it in one of the boxes which have been placed in retail grocery stores all over the city. Here is what the handbills say:

#### One Can Is Worth A Thousand Can'ts.

There are families in New York in great need of food. You can help them. The Food Relief Division of the Emergency Unemployment Relief Committee is undertaking to provide food supplies for needy families. Everyone can help who will drop some cans or packaged food regularly each week in the Food Relief Container in the nearest grocery store.

Drop a Can Into The Container Today

Or, Better Still, Give Your Grocer

A Regular Order for Several

Cans Each Week.

The Emergency Unemployment Relief Committee recognizes that canned foods are good foods. Convenient. No waste. Economical. That's why they are urging the purchase of canned foods for the unemployed.

### THE KROGER CANNED FOOD DRIVE IS ON

"Let King Can Serve You" is the slogan of the big Kroger drive. In announcements to store managers they said: "Our efforts will be backed up by the extensive advertising program of the National Canners Association which is now running." All Kroger store managers have been urged to display canned foods, sell and advertise canned foods harder than ever.

But that isn't all. Kroger is featuring canned foods in rotogravure advertising in many cities throughout the Middle West. A big ad appeared on March 13th. Others will follow. In addition, Kroger is tying up with N. C. A. pages in nearly every city where they have stores.

### OREGON ORGANIZES

Telegram just received from newspaper in Portland, Oreg., saying: "Eighteen leading groceries here want to use N. C. A. ads as handbills. Will distribute thousands of copies to housekeepers through these stores."

This is happening all over the country. It means additional circulation of N. C. A. ads running into hundreds of thousands. Don't forget to pass this idea on to wholesalers and retailers with whom you come in contact. It is an inexpensive way to capitalize the N. C. A. campaign, and a fine way to add circulation to each advertisement.

### COOKING SCHOOLS COOPERATE

Many of the newspapers carrying the N. C. A. campaign operate cooking schools where they demonstrate canned foods to thousands of housekeepers. This means personal talks are being made by domestic science experts on canned foods in many cities. Think of what this is doing to increase the sale of canned foods.

### ADVERTISING PLUS TIE-UP DID IT

In one day a live wire Salt Lake retail grocer sold 132½ cases of pineapple. Asked how and why, he said: "The National Canners Association advertising did it. All I did was to tie up with the ad in my windows, store and selling."

### WHAT DISTRIBUTORS SAY

"Canned foods sales are on the up-and-up. In fact, our canned foods sales are ahead of any previous year for this time of the year."

"Cannot begin to express our appreciation for splendid cooperation shown in N. C. A. campaign . . . with right cooperation among jobbers and retailers this campaign should bring material results which industry should feel in near future."

"Either the advertising you are doing on canned foods or our own hard work has about doubled canned foods sales in the last 30 days."

"We are receiving a great many more five and ten and occasionally twenty-five case orders than we have for the past year."

### HAVE YOU REPORTED ON YOUR TERRITORY?

What about the N. C. A. campaign in *your* territory? Drop a line to C. P. Pelham at 49 West 45th Street, Merchandising Division of Canners Advertising Committee. Tell him how things are going so he can circulate the good news.

**HEARING ON DEFINITIONS FOR STRAINED TOMATO PRODUCTS**

Wednesday, April 13, 1932, is the date set by the Food Standards Committee for a public hearing on proposed definitions for strained tomato products. The hearing will be at 10:00 A. M. in Room 411, Bieber Building, 1358 B Street, S.W., Washington, D. C.

The purpose of this hearing is to receive comments, either oral or written, from the consuming public, food and drug officials, the industry, and all others interested. The proposed definitions are as follows:

**STRAINED TOMATO** is the unconcentrated product consisting of the entire pulp and liquid, exclusive of skins, seeds and cores, obtained from ripe tomatoes with or without the application of heat; and with or without the addition of salt. It is packed in hermetically sealed containers and processed by heat.

**TOMATO PUREE, TOMATO PULP,\*** is the product resulting from the concentration of the entire fleshy and liquid portions of ripe tomatoes, exclusive of skins, seeds and cores, with or without the addition of salt. The finished product contains not less than 8.37 per cent of tomato solids.

**TOMATO SAUCE,\* "SALSA,"** is the product resulting from the concentration of the entire fleshy and liquid portions of ripe tomatoes, exclusive of skins, seeds and cores, with or without the addition of salt, and with or without the addition of basil and/or other seasoning. The finished product contains not less than 16 per cent of tomato solids.

**TOMATO PASTE,\* "PASTA,"** is the product resulting from the concentration of the entire fleshy and liquid portions of ripe tomatoes, exclusive of skins, seeds and cores, with or without the addition of salt, and with or without the addition of basil and/or other seasoning. The finished product contains not less than 22.0 per cent of tomato solids.

Heavy Tomato Paste, Concentrated Tomato Paste, "Concentrato," is tomato paste containing not less than 35.0 per cent of tomato solids.

\* Concentrated tomato products are commonly packed in hermetically sealed containers and processed by heat.

**GROCERY TRADE PRACTICE RULES ANNOUNCED**

Trade practice conference rules for the grocery industry as approved or accepted by the Federal Trade Commission were announced on March 14th. These rules, the Commission states, have been approved and accepted for the grocery industry by the committee or the individual authorized by the trade conference practice to act for the industry.

The conference from which the rules developed was held in Chicago in October, 1928, under the direction of Commissioner C. W. Hunt. That conference discussed and adopted eighteen resolutions dealing with various trade or business practices. The Commission, which in 1929 announced its grouping and revision of the rules, has now finally reworded some of these reso-

lutions and has divided them into two groups. Those in Group I relate to practices violative of the law. Those in Group II are accepted by the Commission as expressions of the trade.

Following are the rules in Group I, which relate to practices violative of the law:

**RULE 1.**—The secret payment or allowance of rebates, refunds, commissions, or unearned discounts, whether in the form of money or otherwise, or secretly extending to certain purchasers special services or privileges not extended to all purchasers under like terms and conditions, with the extent and with the effect of injuring a competitor and where the effect may be to substantially lessen competition or tend to create a monopoly or to unreasonably restrain trade, is an unfair trade practice.

**RULE 2.**—Price discrimination in violation of Section 2 of the Clayton Act is an unfair trade practice.

**RULE 3.**—The offering or giving of prizes, premiums or gifts in connection with the sale of grocery products, or as an inducement thereto, by any scheme which involves lottery, misrepresentation or fraud, is an unfair trade practice.

**RULE 4.**—Commercial bribery is immoral and against the public interest and is an unfair trade practice.

**RULE 5.**—The making, causing or permitting to be made, or publishing, of any false, untrue, misleading or deceptive statement, by way of advertisement or otherwise, concerning the grade, quality, quantity, character, nature, origin, preparation or use of any grocery product is an unfair trade practice.

**RULE 6.**—The use of deceptively slack-filled or deceptively shaped containers is an unfair trade practice.

**RULE 7.**—Any joint trade action which purposes unlawfully to exclude any manufacturer, merchant or product from a market, or unlawfully to discriminate against any manufacturer, merchant or product in a market, whether by conspiracy, agreement, unjust and misleading propaganda for the purpose of influencing legislation, or other public action, is an unfair trade practice.

**RULE 8.**—The selling of goods below cost for the purpose of injuring a competitor, and where the effect may be to substantially lessen competition, is an unfair trade practice.

Rules in Group II, which are accepted as expressions of the trade, follow:

**RULE A.**—(a) The industry approves the practice of each individual member of the industry independently publishing and circulating to the purchasing trade its own price lists. (b) The industry approves the practice of making the terms of sale a part of all published price schedules.

**RULE B.**—Deceptive prices on certain temporarily selected brands of advertised food specialties or staple merchandise, in order to influence consumers, creates the false impression that competitors are exacting an unfair and unwarranted profit on all merchandise and is condemned by the industry.

**RULE C.**—The abuse of buying power to enforce uneconomic or unjust terms of sale upon sellers, and the abuse of selling power to enforce uneconomic or unjust terms of sale upon buyers, is condemned by the industry.



**RULE D.**—The practice of compelling the purchase of several, or a group of products, as a condition to the purchase of one or more of them, is condemned by the industry.

**RULE E.**—The failure by a wholesaler to fill orders accepted by him is condemned by the industry.

**RULE F.**—The failure by a retailer to accept the delivery of orders given by him is condemned by the industry.

**RULE G.**—The practice of certain jobbers of sniping drop-shipment business from the legitimate wholesaler, who serves a useful purpose in the grocery trade to the manufacturer, the retailer and the consumer, is condemned by the industry.

**RULE H.**—Violation by either party, buyer or seller, of the agreement between them as to the discount for cash, is condemned by the industry.

**RULE I.**—"Free deals" that affect injuriously wholesalers, retailers or consumers, are condemned by the industry.

**RULE J.**—The substitution by a wholesaler or a retailer of another product for the product ordered is condemned by the industry.

**RULE K.**—The industry recognizes as beneficial to the Grocery Trade the work of the duly qualified food broker, but condemns the practice of others than bona fide brokers acting in that capacity and receiving brokerage commissions.

**RULE L.**—A Committee on Trade Practices is hereby created to co-operate with the Federal Trade Commission and to perform such acts as may be proper to put these rules into effect.

#### COLD WAVE CAUSES HEAVY DAMAGE

The outstanding feature of the weather during the week ended March 15th was the intense cold that held in its grip throughout the entire week all sections of the country from the Rocky Mountains eastward, according to the U. S. Weather Bureau. Many stations, especially in the Southern States, reported the lowest March temperature of record, and it was the coldest March week ever known in many sections. Heavy frosts and freezing weather reached all portions of the Gulf coast and extended southward to the interior of southern Florida, with a temperature of 22 degrees in the northwestern part of that State.

The weekly mean temperatures ranged from 9 degrees to as much as 26 degrees subnormal in practically all sections of the country from the Rocky Mountains eastward. The cold was continuous throughout the week, with the temperatures averaging in the Southern States from 10 degrees to 16 degrees lower than the normal for the coldest week of the year, or about the middle of January. On the other hand, in the Pacific Coast States, it was a warm week, with the temperatures averaging from 4 degrees to 6 degrees above normal.

Because of the extreme mildness of the past winter, vegetation was prematurely advanced over the entire southern half of the United States at the beginning of March and rather extensive gardening and trucking operations had been accomplished; also, except in parts of the Southeast, early fruit trees were prematurely advanced, with some blossoms out as far north as the lower Ohio Valley.

Under these conditions the 10-day cold wave, bringing temperatures 10 degrees to 15 degrees below midwinter normals, was decidedly inopportune and caused heavy damage to early fruit and tender truck crops over nearly the entire area south of the Potomac, Ohio, and extreme lower Missouri rivers, even extending to the extreme lower Rio Grande Valley and into the interior of southern Florida.

The full extent of damage to fruit is, as yet, largely undetermined, but it undoubtedly has been heavy to the early varieties, though some important peach-producing sections of the Southeast, especially southern Georgia and parts of the Carolinas, seem to have largely escaped because of the relative dormancy of buds. The later-blooming fruits, such as apples, apparently have not been seriously affected.

In the South early gardens and tender truck crops have been all but wiped out from Texas and Oklahoma eastward to the Atlantic Ocean. Hardy truck, such as cabbage, turnips, celery, and lettuce, has been relatively little affected; in fact, the week was generally favorable for these in Florida where much-needed rains occurred.

#### TRUCK CROP SHIPMENTS

The severe cold wave which was experienced in most parts of the country last week caused considerable damage to tender vegetables, particularly in the South. Strawberries were seriously damaged in many producing States and carlot movement will be reduced and delayed. Much wind damage occurred to Florida grapefruit. Peaches were injured in some of the earliest shipping districts of the South. Very low temperatures prevailed clear to the Gulf and in many northern sections.

Combined shipments of 28 fruits and vegetables decreased during the week ended March 12 to about 13,700 cars, compared with 17,835 the preceding week and 17,465 a year ago. The only products which registered an increased output last week were asparagus, new-crop cabbage and green peas. Shipments of peas from Imperial Valley reached 55 cars and other sections of California began with 15 cars. South Carolina movement of green peas also started during the week. Imports from Mexico



decreased to about 90 cars. Movement of California asparagus totaled 95 cars but was still one-third lighter than a year ago. The crop of California asparagus is expected to total 6,909,000 crates this year, or nearly 400,000 more than in 1931. Much of this, however, is used locally by canneries. Yields in the Southeast will be lighter than last season.

## CARLOT SHIPMENTS

Commodity	Mar. 6-12 1932	Feb. 28- Mar. 5 1932	Mar. 8-14 1931	Total this sea- son thru Mar. 12	Total last sea- son thru Mar. 14	Total last season
Apples, total	1,133	1,571	1,333	91,009	100,959	109,794
Western states	652	746	832	39,941	59,042	66,538
Eastern states	481	825	501	51,158	41,317	43,256
Asparagus	93	26	149	120	262	3,866
Beans, snap and lima:						
Domestic	163	227	85	5,592	2,226	9,345
Imports	17	21	8	347	155	199
Beets	1	29	91	545	627	1,640
Cabbage:						
1932 season	568	394	740	5,690	7,246	37,538
1931 season	55	146	105	37,538	37,908	38,204
Carrots:						
1932 season—						
Domestic	193	197	185	3,134	4,457	11,234
Imports	1	4	0	24	0	0
1931 season	23	59	76	11,234	11,801	12,437
Cauliflower	460	516	350	8,061	7,059	9,611
Mixed vegetables:						
Domestic	554	672	782	6,877	7,738	28,501
Imports	5	4	8	72	194	298
Pears	39	40	61	19,651	28,348	28,828
Peas, green:						
Domestic	79	57	136	601	1,319	7,177
Imports	90	132	11	1,218	1,332	1,344
Peppers:						
Domestic	53	73	57	1,221	1,124	2,818
Imports	7	14	20	82	239	360
Spinach	467	462	349	5,678	6,549	9,767
Tomatoes:						
Domestic	289	394	122	2,424	1,600	27,846
Imports	91	170	307	2,053	3,326	5,983

## SEIZURE OF CORN MISBRANDED AS TO QUALITY

At the instance of the Food and Drug Administration, the Government has recently seized a shipment of corn labelled as "Fancy" but found to be of substantially lower quality.

The canner has advised the Association that the quality of the corn was correctly represented by him to the buyer and that the purchase was made on samples submitted. The canner states that he pointed out to the buyer that the labels used were not appropriate because they misrepresented the quality of the corn, but the buyer insisted that the corn should bear a certain brand label of the packer and this label carried the word "Fancy."

Canners should remember that they are responsible for the labels they place on cans shipped in interstate commerce, whether they use their own labels or buyers' labels.

### BUSINESS INDICATORS

(Weeks ended Saturday; weekly average 1923-1925=100)

	1932			1931		1930	
	Mar. 12	Mar. 5	Feb. 27	Mar. 14	Mar. 7	Mar. 15	Mar. 8
Composite Index:*							
New York Times		60.7	161.0	77.5	76.7	92.8	93.1
Business Week		57.7	157.4	81.9	80.2	95.4	94.4
Freight car loadings		58.3	55.9	76.6	75.4	91.9	91.1
Wholesale prices (Fisher's):							
All commodities	63.3	62.9	63.7	76.0	76.0	90.0	91.0
Agricultural products	46.4	46.1	46.2	67.4	67.5	96.5	96.8
Non-agricultural products	66.3	65.8	67.0	78.6	78.5	88.3	88.5
Bank debts outside N. Y. City	66.3	78.1	57.9	89.7	115.7	116.2	139.9
Bond prices	91.5	89.9	89.1	107.8	107.8	105.9	105.2
Stock prices	79.2	78.3	76.4	106.9	107.4	233.1	232.9
Interest rates:							
Call money	60.6	60.6	60.6	40.5	36.4	93.9	97.0
Time money	80.0	84.8	85.7	51.4	49.6	100.0	102.9
Business failures	168.3	161.9	156.5	138.8	150.9	137.6	129.5

\* Relative to a computed normal taken as 100.

† Revised.

### CAR LOADINGS

	Total		Merchandise	
		Miscellaneous	L. C. L.	Other
Week ended March 5	559,439	196,581	191,498	171,360
Previous week	535,498	178,128	169,733	187,637
Corresponding week, 1931	723,215	266,295	220,467	236,453
Corresponding week, 1930	873,716	237,877	250,348	385,491

### COLD STORAGE HOLDINGS OF FRUIT

The following table shows the holdings of fruit in cold storage reported to the Bureau of Agricultural Economics as of March 1, also a comparison with last year and with a five-year average:

	March 1 1932	March 1 1931	5-year average
Apples:			
Barrels	764	482	1,101
Boxes	8,756	11,371	8,194
Baskets	5,180	2,855	2,191
Pears:			
Boxes	421	818	470
Baskets	61	23	20
Frozen and preserved fruits (pounds)	82,221	66,636	50,266

### NAVY ASKS BIDS ON EXPERIMENTAL PACK OF PRUNES

Bids on canned prunes for experimental purposes, to be prepared under the supervision of a representative of the National Canners Association, will be opened by the Bureau of Supplies and Accounts of the Navy Department at Washington on April 12. All prunes are to be of Type I, Grade B, packed in No. 10 cans, as follows: 500 cans containing added citric acid

amounting to 1/3 of 1 per cent actual weight of fruit; 500 cans containing added citric acid amounting to 2/3 of 1 per cent actual weight of fruit; 500 cans containing added citric acid amounting to 1 per cent actual weight of fruit; and 500 cans with no acid added. Deliveries are to be made to the Naval Supply Depot, Brooklyn, New York, all transportation charges paid. Copies of the schedule on which to submit bids, which gives further information as to specifications, can be obtained from the Bureau of Supplies and Accounts at Washington.

#### TARIFF HEARING ON MACKEREL

The U. S. Tariff Commission has announced that a hearing on mackerel, under the flexible provision of the Tariff Act, will be held at Washington on April 19th.

#### FIVE SAFEGUARDS SUGGESTED IN BUYING SEED

Five suggestions to farmers buying seed are advanced by the U. S. Department of Agriculture in an effort to protect buyers against misbranded seed.

The Division of Seed Investigations of the Bureau of Plant Industry makes these suggestions to prevent some of the unwise purchases such as have been made in the past. Last season the division had many reports of farmers losing their crops from poor seed that had been misbranded when sold. In some cases, the seed was misbranded as to variety and farmers were buying seed wholly unadapted to their regions. This was especially true with soybeans and sorgho. The five suggestions are:

1. Insist on a statement of the date of germination as well as the actual germination test. The germination test date should not be more than a month or two before the date of purchase, as some seeds fall off in germination rapidly, especially if not well stored.

2. If uncertain that the variety is as represented, insist on evidence or a positive statement as to variety.

3. Whenever possible buy seed only in a region where the variety is commonly grown. If uncertain, get the advice of the State experiment station or the U. S. Department of Agriculture.

4. Test the seeds as soon as possible after buying. If you do not have testing facilities have a sample tested by your State seed analyst. This may prevent the planting of poor seed. It indicates whether or not the seed is as represented.

5. Beware of seed offered at abnormally low prices. Be certain of the quality before buying.

The Federal Seed Act prohibits interstate shipment of misbranded seed and any one who buys seed which appears to be misbranded should report it to the officer in the State who has charge of enforcing seed laws. If it is in violation of the Federal Seed Act, the Division of Seed Investigations will act.

#### DISTRIBUTION OF SWEET CORN INBREDS PURDUE BANTAM AND PURDUE 51

As an outgrowth of the investigations on sweet corn diseases conducted cooperatively by the Botany Department of the Purdue University Agricultural Experiment Station and the Division of Cereal Crops and Diseases, U. S. Bureau of Plant Industry, a number of inbred strains of sweet corn have been isolated which possess evident commercial value. As a result of conferences between these institutions and official representatives of the seed trade and canning industry, it has been decided to distribute seed of two of these lines—Purdue 39 and Purdue 51.

Because of its commercial value aside from its value as a hybrid parent, Purdue 39 will be known as Purdue Bantam. The  $F_1$  hybrid produced by crossing these two lines will be known as Golden Gross Bantam, this name applying only to this generation. Seed of these inbreds will be distributed through the Botany Department of the Purdue University Agricultural Experiment Station, LaFayette, Ind., from which can be obtained copies of the regulations governing this distribution.

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